



COINHOUSE

***The Sandbox* partners with Coinhouse to create turnkey solutions for onboarding brands in the metaverse**

The partnership will provide Coinhouse with tools for building and publishing immersive experiences for its partners as Web3 becomes a mainstream platform

HONG KONG – 24 January 2022 – [The Sandbox](#), a leading decentralized gaming virtual world and a subsidiary of [Animoca Brands](#), today announced a strategic partnership with Coinhouse, a regulated crypto platform, to onboard their clients in the metaverse. The new partnership will allow Coinhouse to offer integrated turnkey solutions to enter The Sandbox ecosystem, by acquiring LAND and SAND, secure and store the assets.

The partnership will allow Coinhouse’s clients to strengthen their grasp of Web3 culture and accompany them into a new era of entertainment where Web3 is a significant platform for engaging with customers.

“We are thrilled to partner with The Sandbox and are fascinated by their achievements and vision of the metaverse ” said **Nicolas LOUVET, CEO, Coinhouse**. “We are convinced of the strength of this partnership in Europe and throughout the world to help companies develop the services and uses of tomorrow.”

The partnership will allow *The Sandbox* and Coinhouse to offer a seamless experience to brands and companies wishing to access the metaverse, educate them on this new form of entertainment, and broaden the array of solutions they offer within the cryptocurrency and blockchain space

“Coinhouse is one of the leaders in democratizing the blockchain and cryptocurrency ecosystems,” said **Mathieu Cervety, Ecosystem Partnerships**

Director of *The Sandbox*. “This partnership will enable them to open newcomers to true digital ownership, the stepping ”

The Sandbox fully embraces the idea of the metaverse as a continuous shared digital space where worlds and heroes collide to make magic. With over 360,000 unique players spending 80 minutes a day on average during its recently concluded 10-week Alpha Season 3, *The Sandbox* has a strong track record of massively engaging users across the globe.

Over 400 partners have joined *The Sandbox*, including Warner Music Group, Ubisoft, The Rabbids, Tony Hawk, Gucci Vault, The Walking Dead, Snoop Dogg, Adidas, Deadmau5, Steve Aoki, Richie Hawtin, The Smurfs, Care Bears, Atari, ZEPETO, and CryptoKitties, all following *The Sandbox* team’s vision of empowering players to create their own experiences using both original and well-known characters and worlds.

About The Sandbox

The Sandbox, a subsidiary of Animoca Brands, is one of the decentralized virtual worlds that has been fueling the recent growth of virtual real estate demand, having partnered with major brands including Warner Music Group, Ubisoft, The Rabbids, Gucci Vault, The Walking Dead, Snoop Dogg, Adidas, Deadmau5, Steve Aoki, Richie Hawtin, The Smurfs, Care Bears, Atari, ZEPETO, CryptoKitties, and more. Building on existing The Sandbox IP that has more than 40 million global installs on mobile, The Sandbox metaverse offers players and creators a decentralized and intuitive platform to create immersive 3D worlds and game experiences and to safely store, trade, and monetize their creations. For more information, please visit www.sandbox.game and follow the regular updates on [Twitter](#), [Medium](#), and [Discord](#).

Find more information on *The Sandbox*:

<https://medium.com/sandbox-game>

Follow us on Twitter: <https://twitter.com/TheSandboxGame>

Like us on Facebook: <https://www.facebook.com/voxedit>

Message us on Telegram: <https://t.me/sandboxgame>

Join our Discord channel: <https://discordapp.com/invite/vAe4zvY>

About Animoca Brands

Animoca Brands, a [Deloitte Tech Fast](#) winner and ranked in the Financial Times list of [High Growth Companies Asia-Pacific 2021](#), is a leader in digital entertainment, blockchain, and gamification that is working to advance digital property rights and contribute to the establishment of the open metaverse. The company develops and publishes a broad portfolio of products including the [REVV token](#) and [SAND token](#); original games including *The Sandbox*, *Crazy Kings*, and *Crazy Defense Heroes*; and products utilizing

popular intellectual properties including Disney, WWE, Snoop Dogg, The Walking Dead, Power Rangers, MotoGP™, and Formula E. It has multiple subsidiaries, including [The Sandbox](#), [Blowfish Studios](#), [Quidd](#), [GAMEE](#), [nWay](#), [Pixowl](#), [Forj](#), [Lymbo](#), [Animoca Brands Japan](#), [Grease Monkey Games](#), [Eden Games](#), [Darewise Entertainment](#), [Notre Game](#), [TinyTap](#), [Be Media](#), and [PIXELYNX](#). Animoca Brands has a growing portfolio of more than 380 Web3 investments, including Colossal, Axie Infinity, OpenSea, Dapper Labs (NBA Top Shot), Yield Guild Games, Harmony, Alien Worlds, Star Atlas, and others. For more information visit www.animocabrands.com or follow on [Twitter](#) or [Facebook](#).

About Coinhouse

Coinhouse is a French regulated crypto investment and services platform founded in 2015. As a leading player in Europe, Coinhouse serves retail and corporate investors with brokerage, regulated custody, crypto payment and crypto asset management solutions. With more than 300,000 customers and a unique premium approach, Coinhouse is the trusted partner to safely invest in crypto-assets and offer its clients individualized investment advice. Coinhouse Solutions brings to Enterprise customers technical and transactional solutions to support their business development in web3, NFT and metaverse.

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